

Fitzwilliam Economic Committee

Nov 21, 2016: Meeting Room of the Fitzwilliam Library

Meeting began at 6:30 pm.

In attendance: Clare Rose-Howard, Steve Reinhart and Suzanne Gray. **Absent:** Bradley Miller, Chelley Tighe, & Skip Hagstrom

The goals of the Economic Committee: to get businesses together to network and pool resources, build relationships among business owners, promote new members, and to revitalize Fitzwilliam.

Approved: no minutes were approved at this meeting.

This meeting was primarily a brainstorming meeting trying to determine what the Ec Comm is trying to accomplish and what is the purpose of the CCC?

Ec Committee: Suzanne stated some of the past events held by the Ec Comm were town wide events such as "Internet Access" and "Marketing on a Shoestring in a Rural Community". CCC events were formed and showcased guest speakers. The committee also created the business directory, which will be revised and printed in 2017. Clare & Steve both agreed there should be more categories, i.e. farms, artisans and "annual events" should be added. Steve asked if it was designed for businesses or tourists. Clare said the brochure is to create awareness of our town and its businesses, encourage new business, tourists and potential new residents.

CCC: What is the intent of the CCC and who is our audience? It was mentioned that the purpose was to entice new members to join. Steve provided a handout with a few catch phrases describing the goal of the committee. He suggested we create "buzzwords" describing our group, the town, and the intent. Some ideas: "the Gateway to Mount Monadnock", make Fitzwilliam "the Center of our Universe", "Fitzwilliam is unique with its quaintness, charm, and old time feel". Check out other states tourism websites. Perhaps we do some strategic marketing and target certain groups (such as outdoorsman or farmers) and specifically invite them to our meetings or events. Clare would like to see the town website include a link to tourism.

Next meeting is scheduled for Dec 5, 2016.

Meeting adjourned at 8:15pm.

Minutes taken by Marion Wheeler

